Application No. 10/758,660
Office Action dated: April 19, 2007
ATTORNEY DOCKET NO. JGF 02775 PTUS

IN THE CLAIMS

1.   [Presently Amended]   A method of displaying competitive product performance data, comprising:

providing a plurality of animated graphic files, each animated graphic file depicting a unique contest between at least a first entity representing a first product and a second entity representing a second product; [0036]

associating a plurality of the each animated graphic files with at least one unique numeric range[[s]] that collectively comprise a substantially continuous numeric scale; [0037]

determining a first product value representing [[a]] the first product's performance on a test; [0031]

determining a second product value representing [[a]] the second product's performance on the test; [0031]

solving for a numeric contest value by mathematical relationship [0038] between the first product value and the second product value;

determining which numeric range includes the contest value; and,

selecting the an animated graphic file associated with the numeric range which includes the contest value; and,

displaying the selected animated graphic file contest.